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MERRY MAIN STREET RETURNS TO MAIN STREET; SANTA EXCITED TO SEE DOWNTOWN

Saturday, December 3
6 – 9 p.m.
Between 3rd – 5th Streets
Main Street – Downtown, Frisco

(November 17, 2005) Santa is polishing his sleigh, making his list and checking it twice as he prepares to make his annual journey to the City of Frisco's 15th Annual Merry Main Street celebration, which kicks off the city's holiday season on Saturday, December 3, from 6 – 9 p.m. This year, Merry Main Street returns to its namesake location – Main Street.

"I'm so happy to return to Main Street in downtown Frisco," said Santa Claus, chuckling from his workshop at the North Pole. "For 15 years now, Merry Main Street has been one of my favorite stops on our worldwide tour. The newly, paved streets will make it easy for Rudolph and the gang to land – and we're excited to see all the new improvements the City of Frisco has made in downtown," said Mr. Claus.

Frisco Independent School District (FISD) elementary school choirs will perform on two stages, singing and dancing to holiday music.

The free festival will feature face painting, a mini train ride, live reindeer and even St. Nick, himself! Children can write a letter to Santa, sit on his lap and receive a free photo. Main Street will be lined with more than two dozen booths operated by local, non-profit organizations offering holiday gifts, crafts, food and drinks for sale.

As part of the event, the Kid's Holiday Store and Santa's Workshop also return to downtown – but in new locations.

The Kid's Holiday store, where nothing is priced over \$5 dollars, welcomes young shoppers, 12 and under, a place to buy gifts for moms and dads. This year, the Kid's Holiday Store will be operating out of a vacant store front, in between Plaza Mexicana and Love You More Ceramics.

Santa's Workshop, which offers free craft activities for children, will be operating out of the Frisco Chamber of Commerce. Visitors can get there through the entrance on the building's back side, which is accessible from the City Hall parking lot. All entries in the Gingerbread House Contest will once again be displayed in the front of the Chamber of Commerce offices.

Mr. Claus added, if you're like the majority of folks and you don't have a magical sleigh and reindeer – you can get to Merry Main Street using a free shuttle service. Parking will be available at Staley Middle School, 6927 Stadium Lane (west of North County Road). FISD school buses will shuttle children, of all ages, downtown to see Santa.

At approximately 8:40 p.m., festival goers will gather around the Gazebo, one of Frisco's landmarks, for holiday carols and the lighting of the city's "official" holiday tree.

Last year, an estimated 10 – 12,000 people attended Merry Main Street, which had temporarily moved to the Dr Pepper/Seven Up Ballpark, due to Main Street construction. "I loved hanging out with

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Duece but I hope all our friends will follow me back to the heart of Frisco, because Merry Main Street is fun for the entire family and you won't want to miss it," said Mr. Claus. "I think the Mayor and Council are right on when they say events like this help Frisco keep its 'small town feel'," said Mr. Claus.

Merry Main Street is sponsored by the City of Frisco's Parks and Recreation Department.

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